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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/938,632	08/27/2001	Hung-Chun Yang	YANG3060/EM/7159	1176

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EXAMINER

LAstra, DANIEL

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 06/30/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/938,632

Applicant(s)

YANG, HUNG-CHUN

Examiner

DANIEL LASTRA

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 27 August 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-11 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-11 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: _____

DETAILED ACTION

1. Claims 1-11 have been examined. Application 09/938,632 (Advertisement campaign method for automated service system) has a filing date 08/27/2001.

Claim Rejections - 35 USC § 112

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claims 1 and 9 recite the limitation "the transaction picture" in line 15 and "the content of comparison". There is insufficient antecedent basis for this limitation in the claim.

Claims 1, 5-7, 9 and 10 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claim 1 recites in line 12 "display the advertisement with a screen". Said claim is indefinite because it does not clear teach how an advertisement is displayed with a screen". For purpose of art rejection, said claim would be interpreted as displaying advertisements in a computer display. Claim 5 recites in line 3 "at least one fixed advertisement". For purpose of art rejection said limitation would be interpreted as one advertisement. Claim 6 recites "wherein the advertisement display is fixed-time, single rotation, multiple advertisements change, each display lasts for a specific time period" and claim 7 recites "fixed-time, single rotation, sole advertisement play. The Claims are indefinite because combine fixed with rotation. For purpose of art rejection, said claims would be interpreted as displaying an advertisement playlist. Claim 9 recites "an isolated communication mode...wherein the

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data processing". Said limitation is indefinite because it does not explain how a communication is isolated but then communicate with another processor. Claim 9 recites "compare and updates". Said limitation is indefinite because it does not describe with what the comparison is done. Claim 10 recites "inside the system". Said limitation is indefinite because it does not clearly teaches the meaning of that term.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-4 and 6-10 are rejected under 35 U.S.C. 102(e) as being anticipated by

Drummond (US 2005/0216888).

As per claim 1, Drummond teaches:

An advertisement campaign method for automated service system comprising the following acts:

(A) entering the preset transaction process; wherein when a user is using the automated service system for transaction, the automated service system provides preset processes (see paragraphs 88 and 116);

(B) data input; wherein data is input according to the preset processes;

(C) data processing and transmission; wherein the automated service system processes the chosen preset process or sends it to a information center for further processing (see paragraph 116);

(D) linking and displaying advertisement; wherein the automated service system links an advertisement databank at step (C) so that the system is able to display the advertisement with a screen (see paragraph 88);

(E) accomplishing data processing and transfer; wherein after the data is processed, the advertisement display is selectively stopped and then the system returns the screen back to the transaction picture for another transaction or predetermined processes (see paragraphs 116, 118-122).

As per claim 2, Drummond teaches:

The method as claimed in claim 1, wherein the advertisement display is stopped immediately after the transaction is finished at step (E) (see paragraphs 116, 118-122).

As per claim 3, Drummond teaches:

The method as claimed in claim 1, wherein the system returns the screen back to the transaction picture after advertisement display is finished (see paragraphs 116-122).

As per claim 4, Drummond teaches:

The method as claimed in claim 1, wherein the advertisement linking step comprises:

(A) presetting advertisement file, wherein at least one advertisement is stored in a memory center (see paragraph 116);

(B) displaying advertisement, wherein the at least one advertisement is retrieved from the memory center and displayed (see paragraph 116).

As per claim 6, Drummond teaches:

The method as claimed in claim 4, wherein the advertisement display is fixed-time, single-rotation, multiple advertisements change, each of the display lasts for a specific time period (see paragraphs 116 and 121).

As per claim 7, Drummond teaches:

The method as claimed in claim 4, wherein the advertisement display is fixed-time, single rotation, sole advertisement play, each advertisement is played by turns during the data processing time period (see paragraphs 116 and 121).

As per claim 8, Drummond teaches:

The method as claimed in claim 1, wherein the automatic service system is an automatic teller machine (see paragraph 88).

As per claim 9, Drummond teaches:

An advertisement linking method for automatic service system comprising the following acts:

(A) setup a communication mode; wherein the automatic service system has an isolated communication mode which is separate from the system and has a programmable part so that with the communication mode, the advertisement in a memory center is able to be edited (see paragraph 116);

(B) communication, comparison and update; wherein a data processing unit communicates with the communication mode and then, the programmable part

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compares and updates content of the advertisement for editing and then records every change so as to provide to the system (see paragraphs 116-121).

As per claim 10, Drummond teaches:

The method as claimed in claim 9, wherein the content of comparison and update is the filename of an advertisement unit and a system edit unit inside the system (see paragraphs 116-122).

As per claim 11, Drummond teaches:

The method as claimed in claim 9, wherein the automatic service system is an automatic teller machine (see paragraph 88).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Drummond (US 2005/0216888).

As per claim 5, Drummond teaches:

The method as claimed in claim 4, but does not expressly wherein the at least one advertisement has corresponding expiring date and invalid conditions and further has at least one fixed advertisement so as to replace the at least one advertisement if the corresponding expiring date and invalid conditions is the same as those predetermined in the system. However, Official Notice is taken that it is old and well

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known in the advertisement art that advertisements have expiration dates in order to avoid displaying outdated advertisements to customers which would not have any value to said customers and even to the advertiser which pay to display said advertisements.

Conclusion

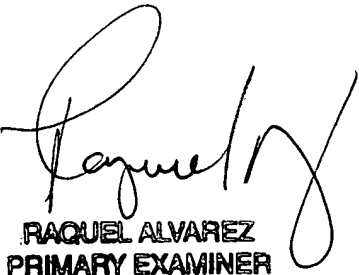
5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W. STAMBER can be reached on 571-272-6724. The official Fax number is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL

Daniel Lastra
June 12, 2006


RAQUEL ALVAREZ
PRIMARY EXAMINER